

**THE GORE LONDON – STARHOTELS COLLEZIONE**  
**A quintessentially British hotel since 1892**



**A legendary hotel**

Established in 1892, **The Gore London – Starhotels Collezione** has quickly become an iconic beacon of English hospitality, with a story to tell in every room. Today, as the hotel has recently turned 130 years old, its history resonates stronger than ever.

Built as a serviced residence for visitors to London's 1851 Great Exhibition, under the patronage of Prince Albert, consort of Queen Victoria, it welcomed guests who wanted to stay in the heart of "the most fashionable area of the city", that is to say in the houses at 189 and 190 Queen's Gate, which hosts The Gore today.

Queen's Gate Mansions were a full-fledged hotel, with liveried staff, horse-drawn carriages and a hydraulic lift – all considerable luxuries for that period. It collected a regular clientele over the years, including many leading names from the artistic scene like Judy Garland, André Simon, Sir Malcolm Sargent, Tony Hancock, Lord Miles and Dames Nellie Melba, Dorothy Tutin and Edith Evans, who found at The Gore a tranquil refuge where they could feel inspired.

## **The perfect enclave to explore the heart of London**

The Gore is ideally located within a short distance from the capital's many cultural and leisure hotspots: Kensington Palace is just around the corner, as are Hyde Park's flowerbeds, the Natural History Museum's collections, and London's temple of music – the Royal Albert Hall – South Kensington and Knightsbridge's array of shops, bars, and restaurants are also within walking distance.

Queen's Gate forms an elegant connection between the vast area of Hyde Park and the hustle and bustle of South Kensington, offering the perfect enclave from which to explore the Victoria & Albert Museum and the Science Museum.

A “**Les Clefs d'Or**” **Concierge** is at guests' disposal to set up bespoke tours of the city and book tickets for events and attractions.

## **Quintessentially English décor: common spaces, rooms and suites**

The hotel is brimming with Victorian eccentricity. In the 1890s, the façades of terrace houses on Queens Gate were redesigned with red bricks and terracotta substituting painted stuccos and dark wood paneling dominating the interiors.

The same aesthetic dominates the hotel's interiors: the main staircase of the hotel leading down from the rooms blends Tudor and Victorian English mood, with red carpets, intricate cornicing, chandeliers, antique tapestries (originally installed for heating purposes, but now functioning as part of the décor), alongside 18<sup>th</sup> and 19<sup>th</sup> century classical paintings.



From antique carved beds to original artworks, each of the five floors is a treasure trove of period details and hand-picked pieces, welcoming its guests with a distinctive atmosphere poised between timeless luxury and distinguished charm.



## Rooms & Suites

All of The Gore's 50 lavishly appointed rooms and suites are individually furnished, creating a distinctive atmosphere that makes each one truly unique. Many of the rooms are marked by vivid colour, heavy, roped drapes, oak-carved four-poster beds, wooden writing desks, and other individual pieces of antique furniture. All furnished with sophisticated elegance and a keen eye for detail, with beautiful antiques, period photos, and ornate gilded mirrors, while offering every possible comfort, discreetly integrating it with the latest technology. Bed linens, gowns and towels come from the Italian luxury linens specialist *Frette*, while bathrooms feature *Penhaligon's* toiletries.



### The Tudor Suite

There is simply nothing else like The Tudor Suite in the whole of London. Occupying 75 sqm, with a mahogany four-poster bed, a 15th-century minstrels' gallery, stained glass windows, high oak-beamed ceilings, and a majestic stone fireplace, this may be the most beautiful hotel bedroom in the capital.

## Junior Suite

Recently renovated in their interiors and furnishings, the Junior Suites stand out among the sophisticated rooms of the hotel. Decorated in a style befitting the extravagant personalities of their one-time occupants or their royal inspiration, they are The Gore's most stylish guestrooms.



## Dame Nelly Junior Suite

The **Dame Nellie Junior Suite**, with its bronze statues of David and Venus on either side of the tub in the mirror-covered bathroom, French chaise-longue and its recessed bed nestled in an intimate alcove enclosed by silk draping, is inspired by the glamorous personality of the renowned Australian opera singer of the early 20<sup>th</sup> Century who was a frequent hotel guest, Miss Nellie Melba.





### Judy Garland Junior Suite

The **Judy Garland Junior Suite**, which features the famous film star's own bed, reportedly sent from Hollywood and donated to the hotel to show her gratitude after a particularly long stay, is decorated with silk wallpaper perfectly complementing the gilded bed frame.

The room, where the Ruby Slippers from *The Wizard of Oz* are still kept, is a shrine to her talent and to the fantastic movie for which she won the Oscar: from the silk wallpaper to the vase of roses decorating the bed's headboard – a recurring motif all over the frame.

The bathroom features double marble basins and tiles hand-painted in the style of the ancient Roman baths with the illustration of a chariot pulled by winged horses.



### **Miss Ada Junior Suite**

The **Miss Ada Junior Suite** is named after Ada Cooke, founder of the hotel in 1892 together with her sister Fanny, and among The Gore's first guests. Measuring 28 sqm it is decorated in pure Victorian style, without sacrificing comfort. The generous light streaming in through the large windows overlooking Queen's Gate envelops the antique furniture and four-poster bed with its crimson velvet draping. The bathroom, with its mahogany wood panelling, is also heavily influenced by the style of the era.





### **Miss Fanny Junior Suite**

The **Miss Fanny Junior Suite** is named after the co-founder of The Gore and her taste for antique furniture, paintings and sumptuous fabrics is reflected in every detail. The wood-panelled bathroom, the four-poster canopy bed and the generous windows overlooking Queen's Gate are a testament to what was considered the epitome of style during the Victorian period.



### **Lady Blessington Junior Suite**

The **Lady Blessington Junior Suite** is named after Marguerite Blessington, one of the most interesting figures of the Victorian social scene and a close friend of Charles Dickens, William Thackeray and Hans Christian Andersen. The vibrant scarlet hue of the wallpaper, the antique bed's mirrored headboard, and the black marble-tiled bathroom with its freestanding cast-iron claw-foot tub all conjure the opulent atmosphere of a bygone era.





### **Dame Edith Evans Junior Suite**

The **Dame Edith Evans Junior Suite**, named after the famous actress who was a regular guest in the 50's, is furnished with handpicked period pieces, precious paintings, and an exquisitely decorated bed. Flooded with light thanks to its large sash windows, the Junior Suite also features bed linens, robes and towels by *Frette* for luxury and comfort.



### Queen Victoria Junior Suite

The **Queen Victoria Junior Suite** represents a tribute to Her Majesty Queen Victoria and with its delicately embossed vermillion wallpaper, adorned gilded mirrors, curtains rope tiebacks, four poster carved oak bed and wooden bureaus it is modelled after the interiors of Buckingham Palace, where the young monarch was the first to establish her residence after the coronation on June, 28th 1838.





### **Queen Elizabeth Junior Suite**

The **Queen Elizabeth Junior Suite** is named after Her Majesty Queen Elizabeth II. The color palette, dominated by red and gold, the moldings and period details, like the impressive carved oak canopy bed, the red velvet roped curtains and the typical Victorian chamber pot, each carefully contributed to the creation of a truly royal ambience.

## Fine dining at 190 Queen's Gate

The Gore's strategic location just around the corner from the Royal Albert Hall makes it the perfect place for pre-theatre wining and dining. **190 Queen's Gate** reflects the best of the English cuisine with a contemporary touch.

Here, **Head Chef Frederick Forster** – Chef of the Year 2011, 2013 Master of Culinary Arts and TV personality – combines the British culinary tradition with contemporary flavours and the best of local ingredients, to offer the ultimate Made-in-UK dining experience.





### Bar 190: witness to rock history

While original wooden paneling and lavish furnishings dominate the hotel, the walls of the bar at The Gore have distinctly rock'n'roll vibes. **Bar 190** is best known as the location for the launch and photoshoot for The Rolling Stones' 1968 album **Beggars Banquet**, and the decor pays tribute to this event. The young musicians were regulars of the bar which at the time already buzzed with nightlife, and chose to host here the album's launch party because of its ideal location in the city center and its informal yet, glamorous atmosphere. Iconic memorabilia from that night can still be admired, such as photos of Mick Jagger and Keith Richards, the album's gold record and the recipe for the cocktail named after the album.

Bar 190 serves a signature menu, expertly created by the Bar Manager and the team featuring an extensive range of spirits, with a notably large collection of whiskies and rums. The creative cocktail list takes full advantage of this huge variety, extending from classics – such as Martini and Negroni – to a range of Gin and Tonics based on citrus infusions.

A menu of small British classics and tasty dishes is served until 9pm.

**Bar 190** is open from 12:00 pm to 1:00 am from Monday to Saturday and from 12:00 pm to 10:00 pm on Sunday.



## **The perfect location for special events**

Centrally located, between Knightsbridge and Kensington, and oozing history and refined elegance, The Gore is the ideal location for special events, whether private or for business. For formal board meetings or cocktail parties, wedding receptions or gala dinners, formal lunches or fashion shoots, the 3 prestigious solutions at The Gore can accommodate up to 90 guests in a beautiful setting where 19th-century elegance and 21st-century facilities come perfectly together. Each event is supervised by an expert team to ensure the best experience possible.

### **The Library**



A large, traditional drawing room on the hotel's ground floor, the Library is an exquisitely elegant setting for a business meeting or dinner party of up to 24 people. Spacious, elegant and cosy, with plush sofas and comfortable armchairs, it's flooded with daylight through 3 large sash windows. The grand mahogany bookcase, intriguing oil portraits and original ornate fireplace make this a unique, intimate space for any private function.



## **Tapestry Room**



A sweeping staircase from Bar 190 leads down to the impressive Tapestry Room, where the Rolling Stones famously decided to host the party for the launch of “Beggars Banquet”. Flanked by two vast stone fireplaces, it is replete with panelled walls, gilded mirrors and French Verdure tapestries as well as an original velvet Chesterfield sofa.

## **Mulberry Room**

The warmth sophistication of the wood panelling and the natural light filtering down from above to illuminate three sash windows with crimson velvet curtains infuse The Mulberry Room with a distinctively opulent masculine charm. It is the perfect setting for that all-important meeting for up to 24 people, offering an impressive array of modern facilities.

## The Gore “Hall of Fame”

The following are just a few of the many celebrities who have chosen The Gore London for their stay:

Judy Garland  
David Bowie

Dame Nellie Melba  
Eugene Cernan

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### Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group vaunts 30 hotels with more than 4,200 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Paris and New York. Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice and Vicenza.

**Starhotels Premium**, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno and Turin, stand out for their contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

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